

COLOR OF AUTO IMPORTANT TO FEMININE PURCHASER

And Then She Is Finicky Driver and Forgets What to Do at Times, Says Car Salesman

"And can you believe it; a woman came in here last week to buy a car and had it painted plum color, to match a new suit she had just purchased!"

The salesman had been asked how women figured in the purchase of a car. He looked disgusted.

The business man will enter a showroom; he immediately is taken under the wing of a salesman. The prospective buyer will walk six feet forward, two feet to the left, turn his head a bit and reluctantly admit that "it's a fair looking" bus. Which admission causes the salesman's heart to glow.

Then the man continues his tour of inspection. He stands on the running board, peers into the tiny mirror fastened to the side, slides into the driver's seat, tips his hat at an angle and makes the salesman sure that the prospective buyer is a man of affluence and import.

Then, after having sufficiently impressed the salesman with the fact that he has a mind of his own, he carelessly remarks that he'd better bring "the wife" down, and strolls out.

Enter the wife. "Oh, what a pretty car." And as she runs slender fingers over the polished surface she almost

purrs as she debates as to what Mrs. Next Door will say.

"And it's such a pretty shade, too."

And so, if "the wife" finds the color pleasing and the lines "pretty" it's a safe bet that the salesman gets his commission!

Teaching a woman to drive a car, the salesman observed, is usually more difficult than teaching a man, because as a general rule, she's so excited. But when she once learns, she slides in and out of traffic, outraging her fellow drivers, smiling enticingly at all traffic policemen included, and if she has a dimple and a merry little twinkle in her eye—"well," declared a salesman, "there's no doubt about it, she can get away with a lot."

The average woman driver will take more risks because she does not stop to reason things out. She rather figures that she'll come through all right, and is quite surprised if some one runs into her, or she hits another car.

There is really no reason why women should not be the same competent drivers as men, the sales expert said, but no man likes to drive back of a

woman driver, because he never knows what she is going to do next.

Her intention may be to turn to the right, and yet, when she reaches the crossing she suddenly remembers an errand, and with little warning, swings to the left—and is quite incensed if the man following runs up the back of her car.

Excited in Crisis

In a crisis, the salesman declared, the average woman will lose her head and either drop the wheel and pin her faith in Heaven and the other fellow driving, or will clutch wildly at the brakes in an effort to avert disaster.

The cool, self-possessed woman who drove an ambulance on the other side, with shell holes at almost every turn of the road, will keep a firm grasp on the wheel, and frequently, her escape, a narrow one, perhaps—but then—and she will shrug her shoulders.

"It's the woman who dresses to match her car," said the salesman, "who is the most difficult to teach driving, and who will take the greatest risks and then lose her head when she most needs to keep it."

"But then, we all get along pretty well with our wives, and it's the most natural thing in the world to humor them a bit. Suppose my wife does the perverse thing of wanting the tan car when a brown one would be better. The color doesn't make much difference."

"But the female of the species—is more deadly than the male—when an auto is concerned."

THIEVES GET \$850 HUAL

Enter and Rob Home of Philip Sklar, Jewels and Silver Taken

Thieves entered the home of Philip Sklar, 3837 Pine street, while he was away Saturday night, and obtained jewelry and silverware valued at \$850.

They broke a rear cellar window. Sklar discovered the robbery on his return home last night, and reported it to the police of the Fifty-fifth and Pine streets station. Detectives Summers and Thomas, who were assigned to the case, said Sklar had failed to tell the police in advance of his absence from the house.

Thousands Are Reaping the Harvest of This Sale's Advantages

Because it is filled with the vigor of values such as rarely fall to public lot in America.

Small wonder that the buying continues to increase as this impressive Furniture-Selling Event faces the last week of its close. Eight more days to go—days that will be among the best and busiest of this record-breaking Sale. Not alone because prices are lower than in years in the furniture trade, but because we have brought them still lower by the most drastic reductions that we have probably ever made in an August Sale—lower here than any place reliable Furniture is sold.

Quantity purchases, enormous storage facilities, factory-to-you savings, years of specialization, and a location that alone saves customers \$250,000.00 a year—all combine to make this the greatest and most economical Furniture Sale ever conducted under one roof.



In the living room furnished such as this, one finds the comfort and good taste that invites mental and physical relaxation. The great loose-cushion Davenport and the easy Chairs, the rich Mahogany Book Cases and imperial Tea, together with the beautiful Lamps create an atmosphere both refreshing and delightful—with everything marked at unequalled August Sale savings.

Reductions That Are a Revelation

This list gives but a hint of the astonishing savings.

BEDROOM	DINING ROOM	LIVING ROOM
\$349.50 Walnut Bedroom Suite, 3 pcs., \$163.00	\$375.00 Jacobean Oak Suite, 4 pieces, now \$145.00	Mahogany-and-Cane Suite, tapestry-covered seats, 3 pieces, now \$49.00
Mahogany-finish Louis XV Bedroom Suite, 4 pieces, now \$175.00	\$250.00 American Walnut Queen Anne Dining-Room Suite, 4 pieces, \$155.00	\$115.00 Mahogany-finish Suite, tapestry covered seats, 3 pieces, \$75.00
\$225.00 Walnut Queen Anne Suite, 4 pieces, \$175.00	\$435.00 Walnut Dining-Room Suite, 10 pieces, \$245.00	\$138.00 Mahogany Suite, tapestry covered seats, 3 pieces, \$85.00
\$230.50 Mahogany Bedroom Suite, 4 pieces, \$197.00	\$675.00 Queen Anne Walnut Suite, 10 pieces, now \$475.00	\$165.00 Over-stuffed loose-cushion Suite, covered with tapestry, 3 pieces, \$142.50
\$525.00 Walnut Louis XVI Suite, 7 pieces, \$375.00	\$695.00 Old Oak Polychrome Suite, 10 pieces, \$370.00	\$175.00 Mahogany-and-Cane Suite, covered with tapestry, 3 pieces, \$135.00
\$675.00 Mahogany Louis XVI Suite, 7 pieces, \$485.00	\$750.00 Walnut Queen Anne Suite, 10 pieces, \$450.00	\$205.00 Over-stuffed loose-cushion Suite, covered with tapestry, 3 pieces, \$175.00
\$715.00 Walnut Bedroom Suite, 8 pieces, \$525.00	\$850.00 Walnut Queen Anne Suite, 10 pieces, \$495.00	\$405.00 Over-stuffed Suite, covered with tapestry in floral design, 3 pieces, \$225.00
\$825.00 American Walnut Bedroom Suite, 7 pieces, \$550.00	\$850.00 Adam Brown Mahogany Suite, 10 pieces, \$575.00	\$460.00 Over-stuffed loose-cushion Suite, covered with tapestry, 3 pieces, \$325.00
\$925.00 Mahogany Bedroom Suite, 8 pieces, \$610.00	\$1450.00 Mahogany Queen Anne Suite, 10 pieces, \$890.00	Over-stuffed loose-cushion Suite, covered with tapestry, 3 pieces, \$335.00
\$1150.00 Walnut or Mahogany Louis XV Suite, 7 pieces, \$775.00	\$975.00 Walnut Chippendale Suite, 10 pieces, \$725.00	Over-stuffed loose-cushion Suite, covered with blue mohair, 3 pieces, \$425.00
\$2225.00 Walnut Louis XV Suite, 10 pieces, \$1500.00	\$1050.00 Mahogany Queen Anne Suite, 10 pieces, \$725.00	\$805.00 Over-stuffed loose-cushion Suite, covered with mole-color mohair, 3 pcs., \$695.00
	\$2100.00 Walnut Dining-Room Suite, 10 pieces, \$1350.00	

WICKER FURNITURE ALSO COSTS LESS HERE THAN ELSEWHERE

August Sale Reductions that mean great savings—with all that is new, quaint and luxurious in the Wicker World to choose from

SINGLE PIECES—Great quantities of Beds, Bureaus, Dressing Tables, Chiffonets, Chiffoniers, Chiffonettes, Davenport, China Closets, Chairs, in hundreds of styles, Dressing Table benches, Mirrors, etc.—at unprecedented savings.

Savings of 20 to 33 1/3% on Floor Coverings

SOME AS MUCH AS 50 PER CENT—Rugs and Carpets from the country's foremost manufacturers. Standard products in wanted weaves and handsome designs and colorings. Nearly all weaves, makes and sizes. A hint of the sweeping reductions in this extraordinary August Sale:

\$39.50 Seamless Tapestry Brussels, 9x12 ft.	24.50
40.00 Seamless Velvet, 9x12 ft.	26.50
48.00 High Pile Axminster, 9x12 ft.	31.50
68.00 Heavy Seamless Axminster, 9x12 ft.	45.00
85.00 Best Seamless Velvet, 9x12 ft.	59.00
35.00 Seamless Tapestry Brussels, 8.3x10.6	24.50
54.00 Seamless Velvet, 8.3x10.6	36.00
56.00 Seamless Axminster, 8.3x10.6	39.75
56.00 Seamless Velvet, 6.9x12	36.50
45.00 Seamless Velvet, 7.6x9	29.75
48.00 Seamless Axminster, 7.6x9	32.50
40.00 Seamless Axminster, 6.9x9	26.50
78.00 Heavy Axminster, 11.3x12	49.50

\$2.00 and \$2.25 Inlaid Linoleum, 75c a yd.

Remnants—suitable of a pattern for most any size room. Owing to the unprecedented demand for this linoleum we are obliged to limit to each customer sufficient for one room only. Bring room measurements.

ENTIRE STOCK OF ORIENTAL RUGS REDUCED 25 TO 50 PER CENT

Save Money on Typewriter Desks

High quality, single, double and side pedestal Desks.

Regular \$61.00 Mahogany-finish 42-in. Desk, now \$43.25.
Regular \$87.00 Mahogany-finish 50-in. Desk, now \$52.50.
Regular \$78.50 Mahogany-finish 36-in. Desk, now \$58.50.
Regular \$59.00 Golden Oak-finish 42-in. Desk, now \$41.50.
Regular \$85.00 Golden Oak-finish 50-in. Desk, now \$51.50.
Regular \$103.00 Golden Oak-finish 60-in. Desk, now \$76.00.

42x30-in. Desk in Golden Oak, \$41.50 Mahogany Finish, \$43.25

Drapery Department

CRETONES REDUCED—Make your selections now for fall hanging. Decorative patterns. Lowered prices—from 25c a yard up.

SAVE ON DRAPERY FABRICS—\$2.25 value. 50-in. plain-colored Madras, \$1.50 yd. \$1.65 value. 50-in. Sunfast cloth in rose or blue, \$1.15 yd.

LACE CURTAINS reduced 10 per cent to 33 1-3 per cent. The prices range from 90c a pair up.

PILLOWS—Cretone Pillows, good colors. Special 30c, \$1.25, \$2.00. Well filled. Some in round sunburst effects.

SHADES—Regular \$2.00 hand-made, oil-painted, low quality opaque shading, on Harbison rollers. Size not to exceed 28 in. in width and 6 feet in length. August Sale Price, including hanging, now \$1.50.

THOSE WHO WISH TO EXTEND PAYMENTS OVER SEVERAL MONTHS ARE OFFERED THE ADVANTAGES OF OUR EXTENDED-PAYMENT PLAN THE ADVISORY SERVICE OF OUR SKILLED DECORATORS IS YOURS FOR THE ASKING

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